



RESOURCE

*Storytelling
with impact*

**The Art of Crafting
a Great Story
(for every Podcast
Format!)**

Resource - Crafting a story with impact

With your Podcast, you are a storyteller.

*No matter if interview, solo-show or fiction/non-fiction audio drama, you want to engage your listeners. **And great story works. Always.***

For every story, there are some rules that make a highly engaging narrative. There are tons of different techniques but to give you an overview of great storytelling that you can start implementing in your Podcast episodes right away, I put together my personal favourites for Storytelling with impact.

Have fun experimenting and implementing these ideas.

Storytelling with impact

- ❑ **Make your listeners imagine:** Give them an example and set the scene for where you want to take them.

E.g. "Imagine a gorgeous coastline, sailing boats lining up at the pier as seagulls are flying by, the sun is so blinding you can hardly open your eyes. Well this was the setting for our latest recording with Kay Rawbone from Sailability who you will meet today as you follow me to Hong Kong's coastline..."

- ❑ **Make them feel as if they are right there with you/make them part of the story:**

E.g. "Have you ever felt so nervous that you thought you might faint any second. You felt your heart beat faster and faster, your breath got more and more shallow and you started to feel light headed ...Well this was exactly how our guest felt when she

first set out to..."

❑ **Make them relate:**

Make them relate to the characters who are part of your Podcast. How? make them human, like someone that could be their friend. Showing their imperfections often makes people resonate more with them.

❑ **Make it personal:**

Share something from your personal experience. E.g. share how that particular episode is relevant for you as a person, how it impacted or changed you.

❑ **Surprise them:**

A sudden twist in your narrative, something that comes totally out of the blue can be really intriguing.

❑ **Shock them:**

Are there any devastating statistics or comparisons you can share with your listeners about the topic you are addressing?

❑ **Make them want more.**

Give them a suspense, teasers, leave them guessing how the story continues.

❑ **Make them remember.**

How you wonder? Just keep scrolling down...

HOW TO MAKE THEM REMEMBER?



“At the end of the day people won't remember what you said or did, they will remember how you made them feel.”

Maya Angelou

More resources

Storytelling is a fascinating topic and if you want to dig deeper I recommend you get inspired by some of these TED talks on storytelling.

TED playlist: [How to tell a story](#)